COVID-19
RAMIFICATION ANALYSIS

*the following report for BDP, SEC and no other brands

Website Users

Year over Year

Last 30 days	This month to date	Last week	This week to date
23,094	10,675	4,915	1,647
▲ 24.9%	▲ 25.8%	▲ 2.9%	▲ 60.8%

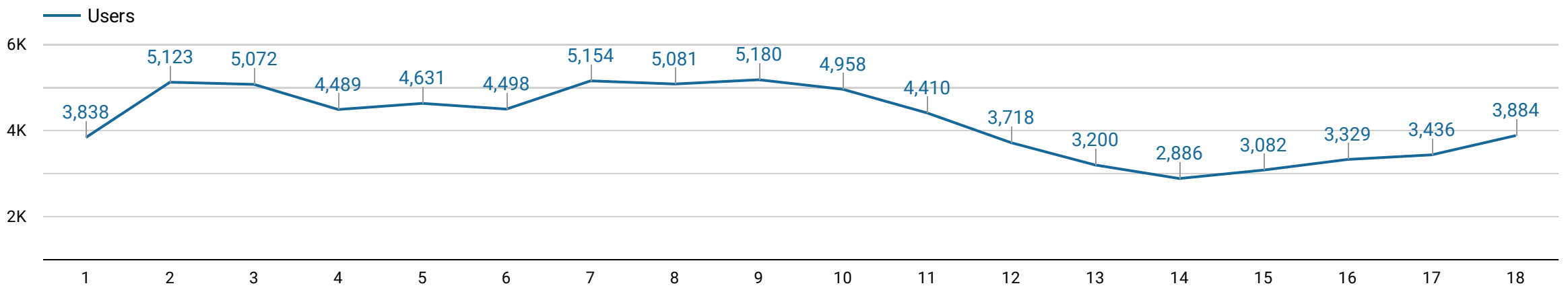
Period over Period

Last 30 days	This month to date	Last week	This week to date
23,094	10,675	4,915	1,647
▲ 1.0%	▼ -2.9%	▼ -11.0%	▲ 154.6%

*this chart is updated at the end of each week

Day of week / Users

WeekNum	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	**Grand total**
34	349	1,093	1,083	1,075	911	759	393	**5,663**
35	305	1,131	983	931	846	853	298	**5,347**
36	379	1,030	1,009	987	1,018	763	336	**5,522**
37	327	320	1,081	944	1,051	851	341	**4,915**
38	345	1,302	-	-	-	-	-	**1,647**



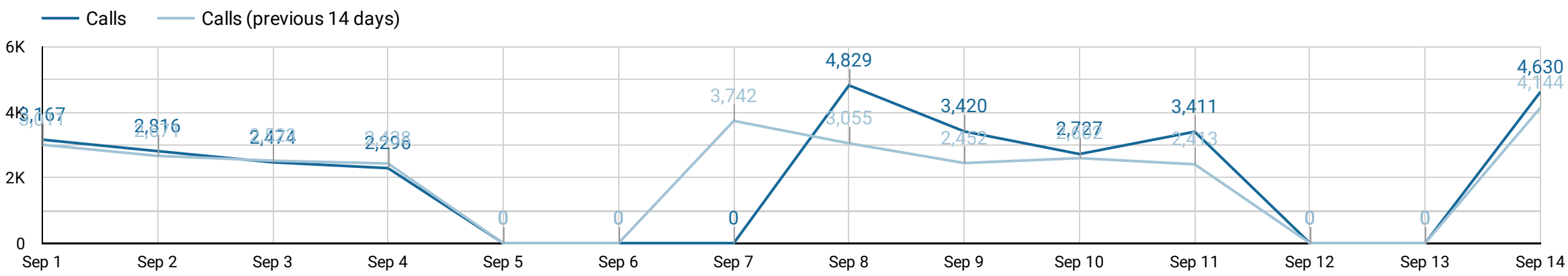
Call Center Volume

Day of week / Call Count - All

Weeknum	Monday	Tuesday	Wednesday	Thursday	Friday	**Grand total**
Week 32	4,046	3,394	3,150	3,049	2,990	**16,629**
Week 33	4,720	4,267	3,591	3,352	2,977	**18,907**
Week 34	4,456	3,011	2,671	2,523	2,438	**15,099**
Week 35	3,742	3,055	2,452	2,602	2,413	**14,264**
Week 36	4,144	3,167	2,816	2,474	2,296	**14,897**
Week 37	-	4,829	3,420	2,727	3,411	**14,387**
Week 38	4,630	3,357	-	-	-	**7,987**

Brand / Day of week / Call Count - All

	BDP					SEC				
Weeknum	Monday	Tuesday	Wednesday	Friday	Thursday	Monday	Tuesday	Wednesday	Thursc	**Grand total**
Week 32	2,485	2,036	1,869	1,827	1,824	1,561	1,358	1,281	1,2	**16,629**
Week 33	2,861	2,664	2,128	1,795	2,035	1,859	1,603	1,463	1,3	**18,907**
Week 34	2,621	1,768	1,642	1,511	1,488	1,835	1,243	1,029	1,0	**15,099**
Week 35	2,340	1,899	1,522	1,523	1,569	1,402	1,156	930	1,0	**14,264**
Week 36	2,660	1,905	1,677	1,299	1,487	1,484	1,262	1,139	9	**14,897**
Week 37	-	3,021	2,026	2,036	1,523	-	1,808	1,394	1,2	**14,387**
Week 38	2,552	1,783	-	-	-	2,078	1,574	-		**7,987**



Year over Year

Calls last 30 days	This month to date	Last week	This week to date
63,277	29,770	14,387	4,630
▲ 22.7%	▲ 21.5%	▲ 8.3%	▲ 115.6%

Period over Period

Calls last 30 days	This month to date	Last week	This week to date
63,277	29,770	14,387	4,630
▼ -6.2%	▼ -16.2%	▼ -3.4%	No data

COVID-19
RAMIFICATION ANALYSIS

Call Center

Cancelled / Rescheduled

- / -

Date	Day of week	CC-Reschedule	CC-Cancellation	Grand total
Aug 31, 2020	Monday	157	87	**244**
Sep 1, 2020	Tuesday	146	79	**225**
Sep 2, 2020	Wednesday	121	58	**179**
Sep 3, 2020	Thursday	139	47	**186**
Sep 4, 2020	Friday	128	53	**181**
Sep 8, 2020	Tuesday	246	115	**361**
Sep 9, 2020	Wednesday	135	75	**210**
Sep 10, 2020	Thursday	141	68	**209**
Sep 11, 2020	Friday	138	54	**192**
Sep 14, 2020	Monday	201	130	**331**
Sep 15, 2020	Tuesday	158	72	**230**

All Calls

- / -

Date	Weekday	BDP	SEC	Grand total
Sep 9, 2020	Wed	2,026	1,394	**3,420**
Sep 10, 2020	Thu	1,523	1,204	**2,727**
Sep 11, 2020	Fri	2,036	1,375	**3,411**
Sep 14, 2020	Mon	2,552	2,078	**4,630**

Abandoned Calls

- / -

Date	Weekday	BDP	SEC	Grand total
Sep 9, 2020	Wed	580	491	**1,071**
Sep 10, 2020	Thu	270	260	**530**
Sep 11, 2020	Fri	783	634	**1,417**

Numbers from ‘score-cards’ should line up with the pivot-table

Year over Year

Last 30 days	This month to date	Last week	This week to date
17,990	9,452	3,802	1,404
↑ 14.6%	↑ 6.9%	↓ -4.8%	↑ 44.6%

Period over Period

Last 30 days	This month to date	Last week	This week to date
17,990	9,452	3,802	1,404
↑ 4.6%	↓ -2.2%	↓ -10.5%	↓ -21.2%

Day of week / Users

WeekNum	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Grand total
8	-	773	862	805	708	656	302	**4,106**
9	271	817	806	810	767	689	272	**4,432**
10	285	875	796	686	724	656	224	**4,246**
11	270	808	704	659	578	556	227	**3,802**
12	247	627	530	-	-	-	-	**1,404**

These numbers in the ‘score-cards’ between “Year over Year” and “Period over Period” are the same. What is unique about these score cards is the percentage up ↑ or down ↓

Year over Year

Last 30 days	This month to date	Last week	This week to date
17,990	9,452	3,802	1,404
↑ 14.6%	↑ 6.9%	↓ -4.8%	↑ 44.6%

Period over Period

Last 30 days	This month to date	Last week	This week to date
17,990	9,452	3,802	1,404
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Day of week / Users

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Period over Period

Year over Year

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Period over Period

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Day of week / Users

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Week 11: **1782** = 270(sun)+808(mon)+704(tues)

(1404-1782)/1782 = ↓ -21.2%

Week 11 from 2019 is not visible in the pivot table but is compared the same way. Year over Year uses dates not weeks. So Week 12 to date (Tuesday) comprises March 15,16,17. In 2019 those dates were Fri, Sat, Sun equating to 971 users (218+550+203)

Similarly Week 11 of 2019 comprised Fri (8th) Sat, Sun, Mon, Tue, Wed, Thur. Full weeks can be compared without loss of integrity since Weekends and Weekdays are not all treated equally. Example. Mondays tend to be higher than Friday and weekdays are higher than weekends.

March 2019

SUN	MON	TUE	WED	THU	FRI	SAT
24	25	26	27	28	Mar 1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23

March 2020

SUN	MON	TUE	WED	THU	FRI	SAT
Mar 1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

DATA DEFINITIONS

WEBSITE USERS

SOURCES:
Source Application: Google Analytics
Google Analytics Accounts: 8552372 (Barnet Dulaney Perkins), 13092100 (Southwestern Eye Center)
Google Analytics Properties: UA-8552372-1 (www.goodeyes.com), UA-13092100-1 (www.sweye.com)
Google Analytics Views: 17230443 (goodeyes.com (filtered)), 26516387 (sweye.com (filtered))

METRICS:
Users: calculated using a first-party cookie named _ga

for more information on exactly how users are calculated, please refer to the support article 2992042 provided by Google @ https://support.google.com/analytics/answer/2992042?hl=en

CALL VOLUME

SOURCES:
Brightmetrics

DIMENSIONS
Call Date_Grp - Full Date
Group Name

METRICS
Call Count - All: The total count of calls matching the filters selected. Use this if you are breaking call counts out by group, agent, disposition, date, etc.

FILTERS
Call Type: InboundACDExternal, InternalACDConsult
Group Name: BDP Provider, BDP Sched SP, BDP Scheduling, BDP Spanish, BDP Tucson Sched, SWEC Provider, SWEC Sched SP, SWEC Scheduling, SWEC Spanish, SWEC Superior
Call Date/Time: Last Year to Date (relative)